



**Voices of the Valley:
Residents Speak of Children**

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Primary Purpose(s) of the Study

- Learn which children's issues Valley residents are most concerned about
- Hear their views about how well Valley communities lend support for children
- Learn about their hopes for the future of children
- Assess their participation and interest in being civically engaged in children's issues

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Study Method

A random telephone survey of 1,200 Valley residents age 18 and over between November, 2008 and January, 2009.


Survey participants resided in Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare counties.

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Sample Demographics					
Age	18 – 29 yrs	30-44 yrs	45-64 yrs	65 yrs and over	
	20.1%	37.1%	29.3%	13.5%	
Race/Ethnicity	White	Hispanic	African American	Asian	Native American
	47.3%	42.0%	5.3%	3.6%	1.1%
Age of Oldest Child	0 – 5 yrs	6 - 12 yrs	13 – 18 yrs	19 yrs and over	
	20.7%	32.5%	36.5%	10.3%	


Sample Demographics (cont'd)					
Employment	Full-time	Part-time	Not employed		
	43.7%	11.5%	44.7%		
Education	Less than High School	Some College	College Degree +		
	17.4%	59.3%	23.2%		
Income	< \$20,000	\$20 - \$45K	\$46 - \$75K	\$75 and over	
	22.2%	29.7%	24.2%	23.9%	

About the Privileged and Non-Privileged Groups				
Demographic Comparisons	PARENT		NON-PARENT	
	Privileged (n=70)	Non-Privileged (n=531)	Privileged (n=107)	Non-Privileged (n=485)
White	100%	27.5%	100%	50.7%
College Educated	100%	10.0%	100%	10.3%
Age 18-39	47.1%	68.4%	6.5%	33.8%
Not employed	13.0%	45.2%	43.8%	49.4%
Married or living with partner	85.5%	69.5%	68.2%	50.9%
Health Insurance	98.6%	80.9%	97.2%	76.0%
2007 Income (approx)	81k	44k	70k	46k ⁶



How concerned are you about various issues facing children?


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Concerns Categorized in Three Areas:

- Health**
- Education/Job Skills**
- Psychosocial-Emotional**

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Health concerns included:

- Early sexual activity and teen pregnancy**
- Alcohol, drugs and tobacco**
- Safe places to play**
- Access to health care**
- Air quality**
- Access to healthy food**


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Education included items such as:

- quality of schools
- school performance
- job skills and opportunities
- access to quality preschool and childcare
- access to arts and creative activities

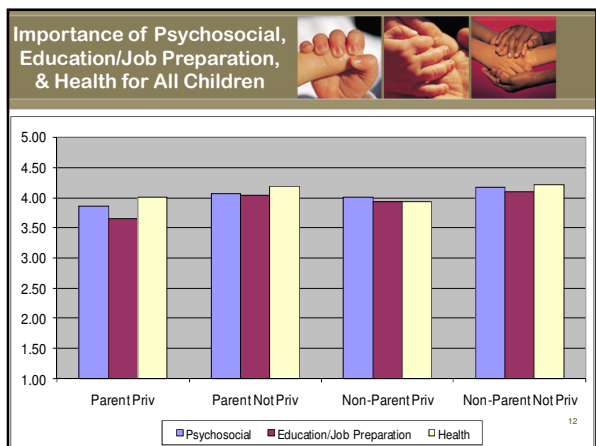
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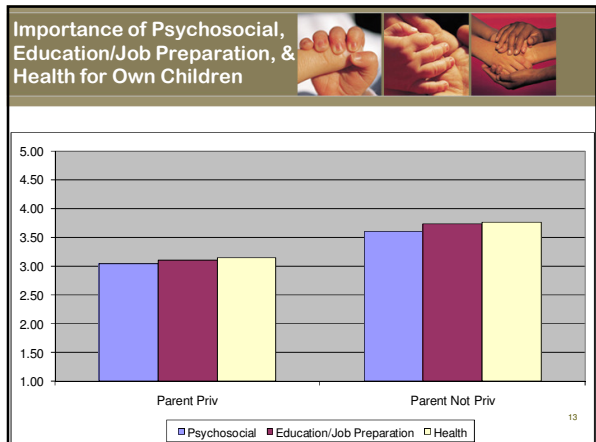


Psychosocial-Emotional defined:

- Spiritual and character development
- Involvement in crime and gangs
- Time spent watching TV/video games
- Child abuse and neglect
- Relationships with parents
- Lack of interest in the future

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What issue is most important to you?

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**Most important issue/
category overall**

**Psychosocial-Emotional
(44%)**


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**Second most important
issue/category of concern**

Health
(31%)


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**Third most important
issue/category of concern**


Education
(25%)

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**How Well Does
Your Community
Support Children?**

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Recommended Community Assets 

Taken from the Search Institute:

- Support from other adults
- Neighbors that care
- Schools that are caring and encouraging
- Community places high value on youth
- Useful roles for youth
- Opportunities for youth to serve and volunteer

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Search Institute's Assets (cont'd) 

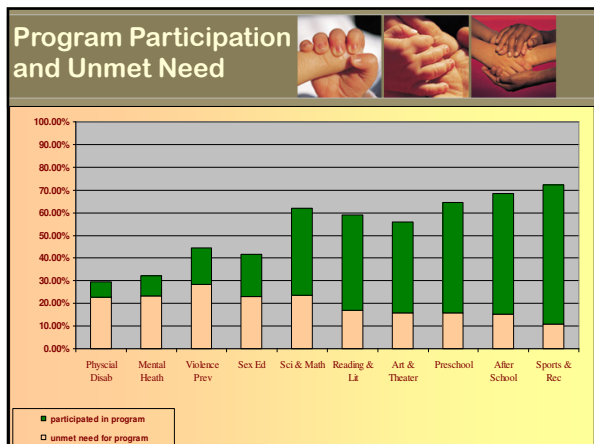
- Safe homes, schools and neighborhoods
- Neighbors who take responsibility for monitoring youth behavior
- Parents/adults are good role models
- Friends are good role models
- Weekly participation in arts, music
- Regular participation in sports and clubs
- Regular church/ religious attendance

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Assets Least Likely to Be Available 

- Schools that are caring and encouraging (59.7%)
- Parents and adults who are good role models (59.0%)
- Regular participation in sports and clubs (58.7%)

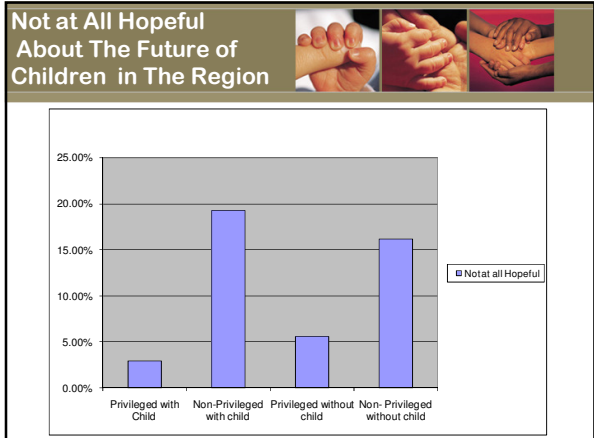
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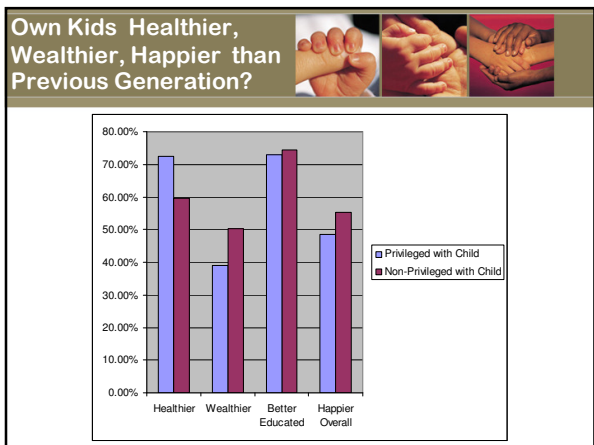


- ### Differences in Need and Participation by Privilege and Locale
- Higher levels of program participation and need for non-privileged families for
 - Violence prevention programs
 - Pregnancy prevention and sex education
 - Programs for children's with mental health concerns
 - After school programs
 - Reading and literacy programs
 - Rural and suburban parents had less need for physical disability and mental health programs
 - but they also were less likely to have their needs met
 - Suburban parents had less need for sports and recreation programs

How Hopeful Are You About the Future of Children?

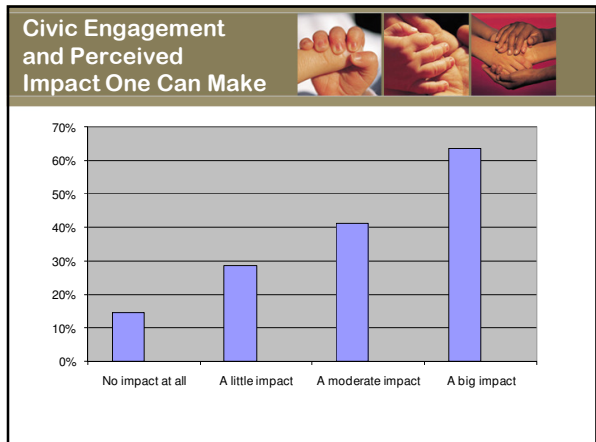
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How Engaged Are You in Children's Issues?

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Currently Volunteering to Help Children



	PARENT		NON-PARENT	
	Privileged	Non-Privileged	Privileged	Non-Privileged
Yes	70.0%	52.4%	48.2%	39.0%
No	30.0%	47.6%	51.8%	61.0%

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How Likely to Volunteer?

Of those not currently volunteering, **one-third** said they were likely to volunteer if given the opportunity.

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Overview of Survey Findings

- There is deep and broad concern among Valley residents about children's psychosocial and emotional well being, health, and education (across all groups).
- Valley residents are most concerned about psychosocial-emotional well-being of youth.



Overview of Survey Findings (cont'd)

- The issues residents are concerned about and the degree of concern differs depending on their privilege and parenting status.
- Respondents perceive that only about half of the needed community assets for optimal child development are available in their communities.



Overview of Survey Findings (cont'd)

- There were large discrepancies in participation and in unmet need for several types of supportive programs.
- Non-privileged parents were more likely to express a need for a program, AND more likely to participate when having a need.



Overview of Survey Findings (cont'd)

- **One in five Valley residents were not at all hopeful about the future of children in the region.**
- **Many respondents are willing to become more engaged in children's issues if given the opportunity.**

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